

What is claimed is:

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at 5
1. A method for conducting a fundraising campaign by an organization or person over a wide-area network, comprising the steps of:
- hosting a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;
 - registering on the website;
 - contacting third parties via email messages soliciting charitable donations;
 - and
 - providing one or more reports, on the website, including information on the status of the fundraising campaign.
2. The method as recited in claim 1, further comprising the step of making a charitable donation on the website.
3. The method as recited in claim 1, further comprising the step of contacting third parties, via email messages, to provide information about one or more teams participating in a competition associated with the fundraising campaign.
4. The method as recited in claim 1, further comprising the step of providing information, in the reports, about the third parties that have been contacted via email messages.

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5. The method as recited in claim ~~1~~¹⁰, further comprising the step of providing, in the reports, a real time status of the fundraising campaign, and wherein the real time status provide a convenient means for tracking the progress of the campaign.

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~~6~~³. The method as recited in claim ~~3~~², further comprising the step of joining a team, on the website, to participate in the fundraising campaign.

7. The method as recited in claim ~~3~~², further comprising the step of forming a new team, on the website, to participate in the fundraising campaign.

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8. The method as recited in claim ~~3~~², further comprising the step of recruiting new team members by email messages.

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~~9~~⁴. The method as recited in claim ~~6~~³, wherein the newly-recruited members can join existing teams.

~~10~~⁵. The method as recited in claim ~~6~~³, wherein the newly-recruited members can form new teams.

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~~11~~⁶. The method as recited in claim ~~6~~³, wherein the newly-recruited members can recruit other donors by email messages.

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12. The method as recited in claim 1, wherein the fundraising campaign includes an athletic event.

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13. The method as recited in claim 1, wherein the fundraising campaign includes a gala event.

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14. The method as recited in claim 1, wherein the fundraising campaign includes a networking event.

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15. The method as recited in claim 1, wherein the fundraising campaign includes a sell-a-thon where magazines or other items are sold for the benefit of the fundraising campaign.

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16. The method as recited in claim 1, wherein the fundraising campaign includes a competition without another event.

17. The method as recited in claim 1, further comprising the step of displaying one or more web pages with virtual plaque honoring donors.

18. The method as recited in claim 1, further comprising the step of updating the virtual plaques on the web pages to recognize new donors.

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19. The method as recited in claim 1, further comprising the step of providing a
personalized donation page for a solicitor.

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20. The method as recited in claim 19, wherein the emails include a link to the
personalized donation page.

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21. The method as recited in claim 19, wherein the personalized donation page is
incorporated into website of the organization or person conducting the fundraising
campaign.

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22. The method as recited in claim 1, wherein the report includes tax related
information.

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23. The method as recited in claim 1, wherein the wide-area network is the Internet.

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24. The method as recited in claim 1, wherein the organization is a charitable
organization.

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25. The method as recited in claim 1, wherein the organization is a political action
committee.

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26. The method as recited in claim 1, wherein the organization is a political
organization.

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27. The method as recited in claim 1, wherein a person conducts the fundraising campaign.

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28. A system for conducting a fundraising campaign by an organization over a wide-area network, comprising:

a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

10 means for registering on the website;

means for contacting third parties via email messages soliciting charitable donations; and

one or more reports on the website including information on the status of the fundraising campaign.

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29. The system as recited in claim 28, further comprising means for making a charitable donation on the website.

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30. The system as recited in claim 28, wherein the email messages to the third parties
20 include information about one or more teams participating in a competition associated with the fundraising campaign.

31. The system as recited in claim ~~28~~²⁵, wherein reports include information about the third parties that have been contacted via the email messages.

32. The system as recited in claim ~~28~~²⁵, wherein the reports include real time status of the fundraising campaign, and wherein the real time status provides a convenient means for tracking the progress of the campaign.

33. The system as recited in claim ~~30~~²⁶, further comprising means for joining a team, on the website, to participate in the fundraising campaign.

34. The system as recited in claim ~~30~~²⁶, further comprising means for forming a new team, on the website, to participate in the fundraising campaign.

35. The system as recited in claim ~~30~~²⁶, further comprising means for recruiting new team members by email messages.

36. The system as recited in claim ~~35~~²⁹, further comprising means, for the newly-recruited team members, to recruit others by email messages.

37. The system as recited in claim ~~28~~²⁵, wherein the fundraising campaign includes an athletic event.

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38. The system as recited in claim 28, wherein the fundraising campaign includes a
gala event.

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39. The system as recited in claim 28, wherein the fundraising campaign includes a
5 networking event.

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40. The system as recited in claim 28, wherein the fundraising campaign includes an
event where magazines or other items are sold for the benefit of the fundraising
campaign.

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41. The system as recited in claim 28, wherein the fundraising campaign includes a
10 competition without any other event.

42. The system as recited in claim 28, further comprising one or more web pages with
15 virtual plaques honoring donors.

43. The system as recited in claim 42, further comprising means for updating the
virtual plaques on the web pages to recognize new donors.

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44. The system as recited in claim 28, further comprising a personalized donation
20 page for a solicitor.

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³⁹
45. The system as recited in claim ~~44~~³⁸, wherein the emails include a link to the
personalized donation page.

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46. The system as recited in claim ~~44~~³⁸, wherein the personalized donation page is
5 incorporated into a web page of the organization or person conducting the
fundraising campaign.

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47. The system as recited in claim ~~28~~²⁵, wherein the report includes tax related
information.

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48. The system as recited in claim ~~28~~²⁵, wherein the organization is a charitable
organization.

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49. The system as recited in claim ~~28~~²⁵, wherein the organization is a political
15 organization.

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50. The system as recited in claim ~~28~~²⁵, wherein the fundraising campaign is conducted
by a person.

20 51. A method for hosting a web-based fundraising system over a wide-area network,
comprising the steps of:

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hosting a website including a plurality of linked web pages, the website
soliciting potential donors to make a charitable contribution to a fundraising
campaign;

registering on the website;

5 contacting third parties via email messages soliciting charitable donations;

and

providing one or more reports, on the website, including information on
the status of the fundraising campaign.

10 52. A computer program product including a program code embodied in a storage
medium for carrying out the method steps for conducting a fundraising campaign
by an organization over a wide-area network, the method comprising the steps of:

registering, by the donors, on the website;

contacting third parties via email messages soliciting charitable donations;

15 and

providing one or more reports, on the website, including information on
the status of the fundraising campaign.

20 53. A method for conducting a fundraising campaign by an organization over a wide-
area network, comprising the steps of:

hosting a website including a plurality of linked web pages, the website
providing information about the fundraising campaign and soliciting potential
donors to make a charitable contribution to the fundraising campaign;

registering on the website;
generating a personalized donation web page for a solicitor;
generating a link to the personalized web page;
contacting third parties via email messages soliciting charitable donations,
5 the emails having the link to the personalized donation web page;
receiving the email messages; and
reaching the personalized donation web page using the link.

54. A system for conducting a fundraising campaign by an organization over a wide-
10 area network, comprising:

a website including a plurality of linked web pages, the website providing
information about the fundraising campaign and soliciting potential donors to
make a charitable contribution to the fundraising campaign;

means for registering on the website;

15 one or more personalized donation web pages for a solicitor;

one or more links to the personalized donation web pages;

means for contacting third parties via email messages soliciting charitable
donations, the emails having the links to the personalized donation web pages;
and

20 means for reaching the personalized donation web page using the link.

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